

WHAT IS CLAIMED IS:

1. A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, in contents comprising digital data, the method comprising the processes of:

determining a position before an end of said contents; and

setting an end position of said embedded digital watermark in said contents at said determined position.

2. The digital watermark embedding method according to claim 1, wherein

a difference between the end position of said embedded digital watermark and the end of said contents corresponds to or is greater than the delay in detecting said digital watermark.

3. A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, in contents comprising digital data, the method comprising the processes of:

determining a position before a starting point of said contents; and

setting a starting position of said embedded digital watermark in said contents at said determined position.

4. The digital watermark embedding method according to claim 3, wherein

a difference between the starting position of said embedded digital watermark and a starting position of said contents corresponds to or is greater than the delay in detecting said digital watermark.

5 5. A digital watermark embedding method of embedding digital watermarks, which are signals generated according to specific rules, in a plurality of continuous contents comprising digital data, the method comprising the processes of:

10 determining a position before a change position of adjacent contents; and

 setting a change position of said digital watermarks in said adjacent contents at said determined position.

15 6. The digital watermark embedding method according to claim 5 wherein in the case that out of a plurality of continuous contents, copying is allowed for previous contents, the setting process sets a starting position of said embedded digital watermark in following contents that follow the previous contents, at a starting point of the following contents.

20 7. The digital watermark embedding method according to claim 5 wherein

25 a difference between the change position of said embedded digital watermarks and the change position of said adjacent contents corresponds to or is greater than the delay in detecting said digital watermarks.

8. The digital watermark embedding method according to claim
1 wherein

said digital watermark is data indicating that copying of said
contents is allowed one time only, or is data indicating that copying of
said contents is prohibited.

9. A digital watermark embedding apparatus that embeds a
digital watermark, which is a signal generated according to specific rules,
in contents comprising digital data, the apparatus comprising:

a determining device for determining a position before an end of
said contents; and

a setting device for setting an end position of said embedded
digital watermark in said contents at said determined position.

10. The digital watermark embedding apparatus according to
claim 9 wherein

a difference between the end position of said embedded digital
watermark and the end of said contents corresponds to or is greater than
the delay in detecting said digital watermark.

11. A digital watermark embedding apparatus that embeds a
digital watermark, which is a signal generated according to specific rules,
in contents comprising digital data, the apparatus comprising:

a determining device for determining a position before the starting
point of said contents; and

a setting device for setting a starting position of said embedded
digital watermark in said contents at said determined position.

12. The digital watermark embedding apparatus according to claim 11 wherein

a difference between the starting position of said embedded digital watermark and a starting position of said contents corresponds to or is greater than the delay in detecting said digital watermark.

13. A digital watermark embedding apparatus that embeds digital watermarks, which are signals generated according to specific rules, in a plurality of continuous contents comprising digital data, the apparatus comprising:

a determining device for determining a position before a change position of said adjacent contents; and

a setting device for setting a change position of said digital watermarks in adjacent contents at said determined position.

14. The digital watermark embedding apparatus according to claim 13 wherein in the case that out of a plurality of continuous contents, copying is allowed for previous contents, the setting device sets a starting position of said embedded digital watermark in following contents that follow the previous contents, at a starting point of the following contents.

15. The digital watermark embedding apparatus according to claim 13 wherein

a difference between the change position of said embedded digital watermarks and the change position of said adjacent contents

corresponds to or is greater than the delay in detecting said digital watermarks.

16. The digital watermark embedding apparatus according to
5 claim 9 wherein

said digital watermark is data indicating that copying of said contents is allowed one time only, or is data indicating that copying of said contents is prohibited.

10 17. A recording medium having an embedded a digital watermark, which is a signal generated according to specific rules, that is embedded in contents comprising digital data, wherein

an end position of said embedded digital watermark in said contents is set before an end of said contents.

15 18. The recording medium according to claim 17 wherein a difference between the end position of said embedded digital watermark and the end of said contents corresponds to or is greater than the delay in detecting said digital watermark.

20 19. A recording medium having an embedded a digital watermark, which is a signal generated according to specific rules, that is embedded in contents comprising digital data, wherein

25 a starting position of said embedded digital watermark is set in said contents before a starting point of said contents.

20. The recording medium according to claim 19 wherein a

difference between the starting position of said embedded digital watermark and a starting position of said contents corresponds to or is greater than the delay in detecting said digital watermark.

5 21. A recording medium having digital watermarks, which are signals generated according to specific rules, that are embedded in a plurality of continuous contents comprising digital data, wherein

10 a change position of said digital watermarks in adjacent contents is set before a change position of the adjacent contents.

15 22. The recording medium according to claim 21 wherein in the case that out of a plurality of continuous contents, copying is allowed for previous contents, a starting position of said embedded digital watermark in following contents that follow said previous contents is set at a starting point of the following contents.

20 23. The recording medium according to claim 21 wherein a difference between the change position of said embedded digital watermarks and the change position of said adjacent contents corresponds to or is greater than the delay in detecting said digital watermarks.

25 24. The recording medium according to claim 17 wherein said digital watermark is data indicating that copying of said contents is allowed one time only, or is data indicating that copying of said contents is prohibited.